

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1 (currently amended): An inventory management system, comprising:

a performance measurement system for measuring performance of a medium in which units of inventory are used, wherein said units are advertisement opportunities in television, broadcast radio, internet radio, outdoor advertising and entertainment industry events;

a buyer's criteria submission system, wherein said buyer's criteria includes at least two criterions from a group consisting of the number of people to be exposed to said units, the frequency of people being exposed to said units, the budget for purchase of said units, the demographics of people expected to be exposed to said units, the psychographics of people to be exposed to said units, and the gross number of times people that will be exposed to said units;

a revenue maximization system which determines a price for said units based on predetermined pricing considerations, wherein said predetermined pricing considerations includes at least three considerations selected from a group consisting of total number of unsold units, category of buyer attempting to purchase said units, the buyer's history in purchasing similar units, and budget of a seller of units;

a central information storage system for receiving information from said performance measurement system and revenue maximization system to generate scenarios wherein various combinations of units are grouped together to meet a buyer's criteria ~~wherein said buyer's criteria includes a number of people and frequency people will be exposed to the advertisement units;~~  
and

a scenario planner to display the various scenarios generated by the central information storage system.

Claim 2 (original): The inventory management system according to Claim 1, wherein said performance measurement system receives information related to an extent of an audience to which said units are exposed.

Claim 3 (canceled).

Claim 4 (previously presented): The inventory management system according to claim 1, wherein said buyer's criteria further includes the desired budget for purchase of the units and performance measurements.

Claim 5 (original): The inventory management system according to Claim 3 wherein the revenue maximization system manages yield by using the functions of sell-out forecasting, revenue forecasting, fuzzy rules, and pricing adjustment.

Claim 6 (original): The inventory management system according to Claim 1 wherein the revenue maximization system changes the number of units available.

Claim 7 (original): The inventory management system according to claim 1 wherein the revenue maximization system utilizes economic factors which influence demand and various measurement noises are filtered out of these economic factors.

Claims 8-21 (canceled).